



Thailand Market Overview

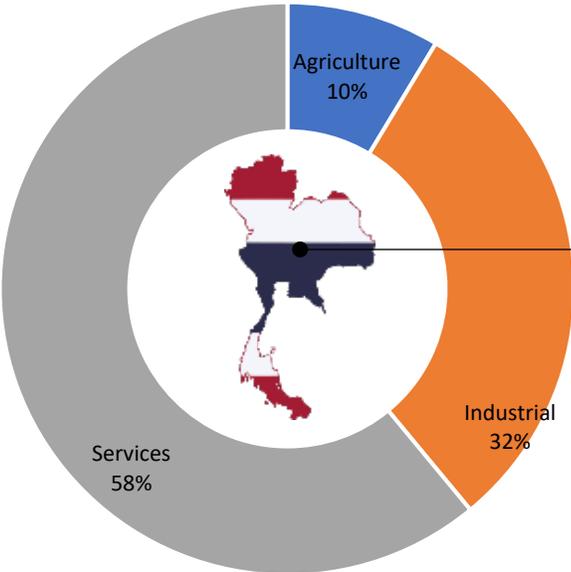
Kelly Stange, Regional Agricultural Counselor
Office of Agricultural Affairs
U.S. Department of Agriculture
Bangkok, Thailand

July 27th, 2023

2nd Largest Economy in Southeast Asia



GDP \$506 billion
\$7,254 per capita



Thailand's FTA Network

- ASEAN Countries
- Other FTA Partners



Forecast GDP Growth Rate (2023): 2.7 – 3.7%
Forecast Exchange Rate: Baht 33-35/USD

U.S. Trade with Thailand in 2022

Export Market Rank

#20 Among U.S. Agricultural Export Markets

Total Export Value

\$1.67 Billion

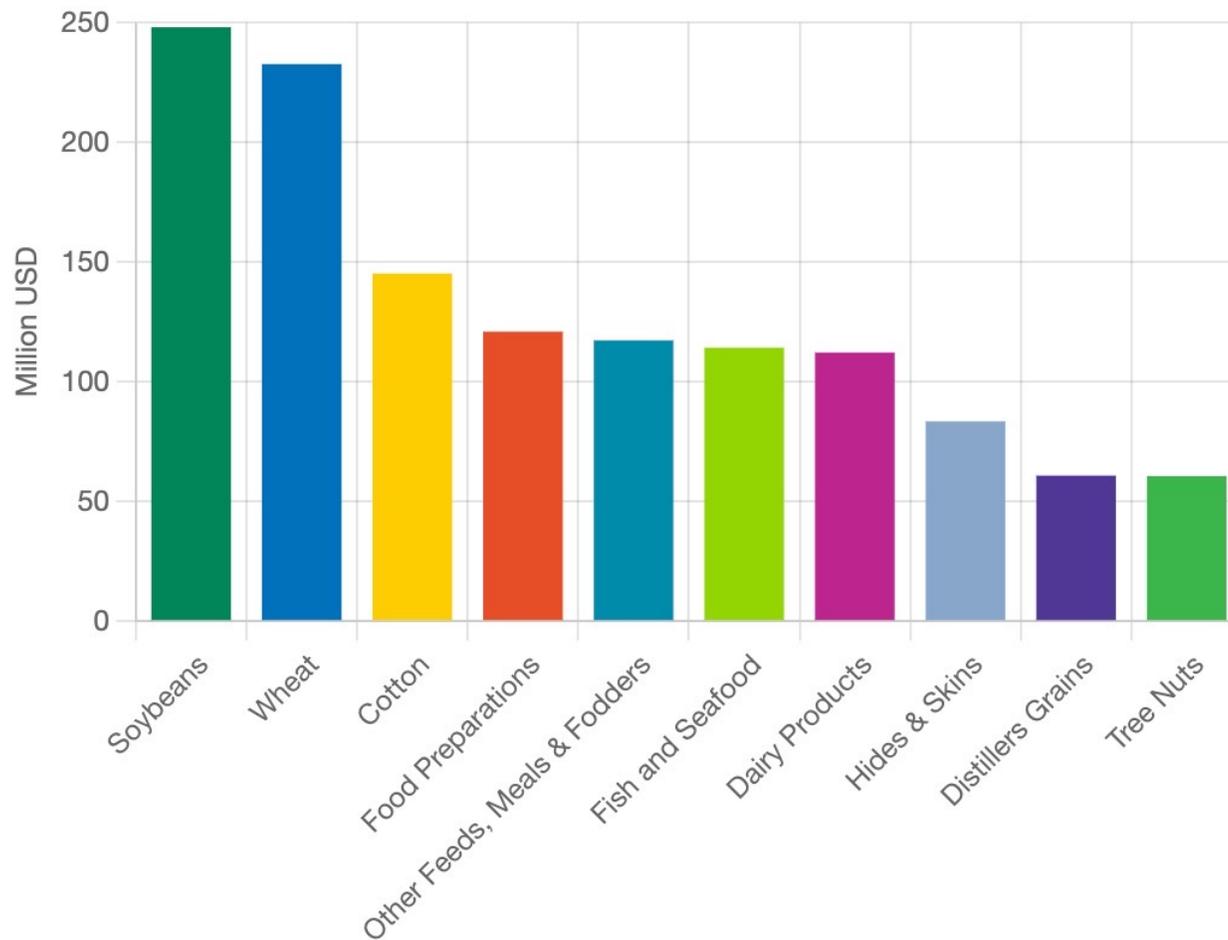
3-Year Average

\$1.79 Billion

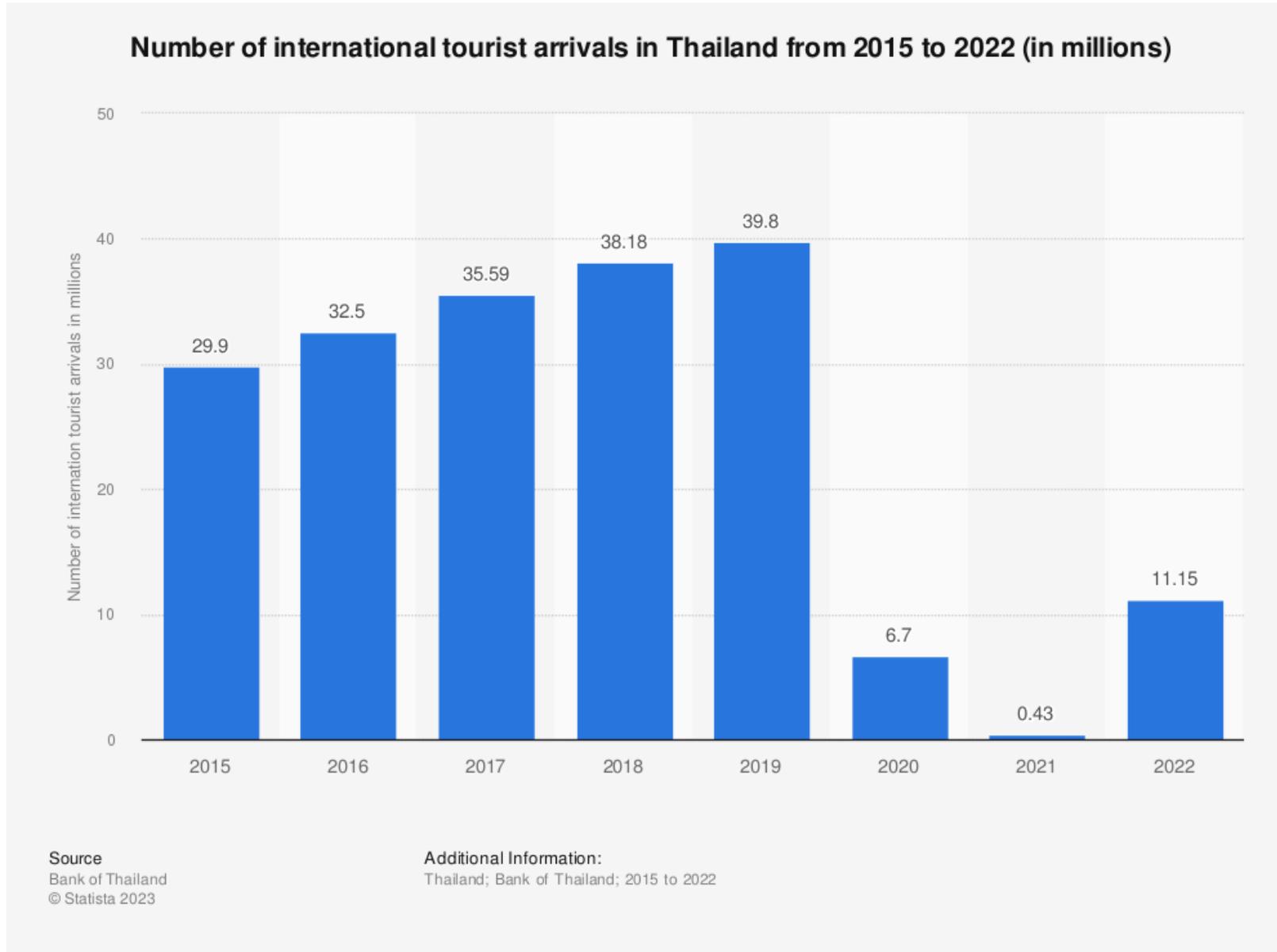
Compound Average Growth

0.93% (2013-2022)

Export Value by Commodity 2022



Thailand expects the country to welcome 25 million foreign visitors in 2023





Food Service Market in Thailand

Food Retail Market in Thailand



Promoting U.S. Ag Products During COVID-19



Market Opportunities and Challenges

**Increasing
Urbanization**

**Growing
Domestic
Consumer Base**

**Growth of Food
Delivery**

**Digitally
Influenced**

**High Importance
of Tourism**

**Health and
Wellness**

**Strong
Competition**

High Tariff

**Supply
Chain/Logistic**

Potential U.S. Food and Beverage for Thailand's Food Retail and Food Service Market

- Dairy products
- Meat: frozen beef
- Fresh and frozen seafood products
- Spices and seasonings
- Dried fruits and nuts as snacks, cooking and baking ingredients
- Condiments
- Fresh fruits
- Health and wellness products;
- Plant-based products
- Alcohol and non-alcohol beverages



Services for U.S. Exporters

Market Access
Enquiry

Market
Intelligence

Matchmaking

Buying Trade
Mission

Seminars and
Workshops

Trade Shows

Trade
Promotions

Social Media
Promotions

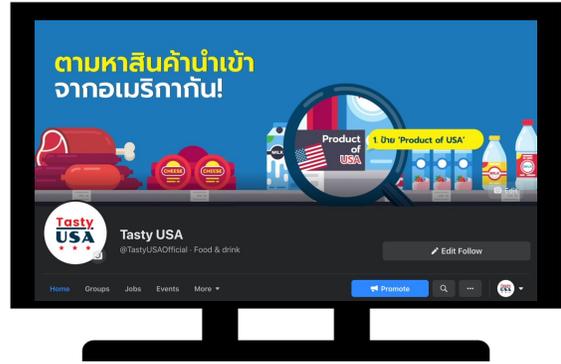
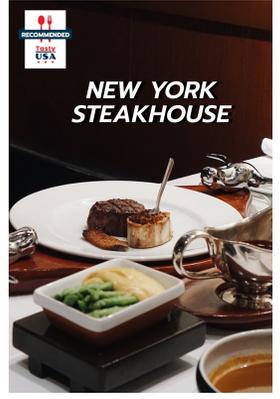
With support in part from:

-  Cooperators
-  State Regional Trade Groups
-  State Department of Agriculture

TastyUSA – Social Media Tool



Tasty USA



Strengthen our Online Presence



AMERICAN FOOD ACADEMY
★ ★ ★ ★ ★

American Inspired Chef

ความคิดสร้างสรรค์ แรงบันดาลใจ
การเรียนรู้ การเลือกใช้วัตถุดิบที่ดี
สู่เส้นทางความเป็นเชฟมืออาชีพ

โดย เชฟตาม ชุฑาริ เทพาคำ

USDA CALIFORNIA MILK POTATOES USA HAZELNUTS U.S. MEAT

AMERICAN
FOOD
ACADEMY

★ ★ ★ ★ ★

To be continued....

